



**Madison's Central Business Improvement District (BID)**

**MINUTES  
BOARD OF DIRECTORS MEETING  
Thursday, December 3, 2009, Noon-1:30pm  
BID Offices, Board Room, 615 East Washington Avenue, 2<sup>nd</sup> floor**

**PRESENT:** Tom Carto, Dan Cornelius, Jack Garver, John Hutchinson, Lori Kay, Larry Lichte, Pat McGowan, Matthew Mikolajewski\*, Traci Miller, Maria Milsted, Paul Muench, Stacy Nemeth, Paul Norman, Sam Parker, Rick Petri, Jeanette Riechers, Hawk Schenkel, Theresa Werhane

**STAFF:** Mary Carbine (Executive Director), Mitch Freund (Programming Coordinator), Susan Schmitz (DMI President)

**ABSENT:** Brian Mullins, Mary Lang Sollinger, Alder Michael Verveer\*

*\*Non-voting*

**I. Call to Order**

BID Board Chair, Lori Kay, called the BID Board Meeting to order at 12:00pm.

**II. Roll Call**

BID Board Members introduced themselves around the room.

**III. Approval of Minutes from the November 5, 2009 BID Board Meeting**

Jeanette Riechers moved to approve the minutes from the November 5, 2009 BID Board Meeting. Larry Lichte seconded the motion. Minutes were approved unanimously.

**IV. Public Comment**

None to report.

**V. Subcommittee Reports**

**A. Nominations Subcommittee Update on Board Appointments– Pat McGowan**

Pat McGowan informed the Board that the nomination of Theresa Werhane (Downtown Resident) and Nicole Birringer (UW Student Representative) to the BID Board of Directors was recently approved by the Mayor's Office. Other nominations for seats expiring in 2010 will be considered by the Mayor later this month.

McGowan and the Board thanked Dan Cornelius for his service on the BID Board of Directors as the UW Student Representative. This was Cornelius' last BID Board Meeting. Nicole Birringer will be seated as the UW Student Representative at the January BID Board Meeting.

**B. Assessment Method Review Subcommittee – John Hutchinson**

John Hutchinson reported that the Assessment Review Subcommittee met November 18. The Subcommittee continued its review of various assessment methods, and discussed moving towards a report to the Board, including recommendations on how best to involve all property owners.

While the Subcommittee did not quite finish its work before the December BID Board meeting, it did achieve consensus on some issues.

The Subcommittee agreed that:

- Any inaccuracy in computation of the BID assessment needs to have mechanism for correction.
- The focus should be on adjustments to current system rather than wholesale change.
- Before involving all owners, the full Board should have specific recommendations, including changes (if any).

Thanks to Stacy Nemeth, numbers will be run on some additional variations of the current method. The Subcommittee expects that the January meeting will be its last meeting, in which the Subcommittee will develop recommendations for a report to the BID Board.

## **VI. Staff Reports**

Mary Carbine, BID Executive Director and Mitch Freund, BID Programming Coordinator combined their reports.

### **A. Downtown Holiday Open House Recap**

With over 40 BID businesses participating in the Downtown Holiday Open House and large crowds throughout the district, the 2<sup>nd</sup> annual event was again a great success. Activities were available throughout the day at the Overture Center for the Arts with participation of Isthmus, Madison Children's Museum, CTM, Kanopy Dance, and other Overture resident companies. The BID again offered free trolley rides through the district with over 1,500 riders in one day, as well as a Downtown Information Table in the Overture Center. Feedback from BID businesses was very positive and revealed increased sales in numerous businesses. BID Board members agreed the event was a success.

### **B. General Holiday: Marketing, Trolley, Ambassadors, Lights & Décor**

Carbine reported on the Holiday marketing this year, including outdoor billboards; cooperative ad sections and general ads in Capitol Newspapers/Wisconsin State Journal, Isthmus, the Onion, and Madison Magazine; as well as fliers and posters distributed throughout BID businesses and around the city.

Freund informed the Board that trolley ridership has been consistent with last year's numbers with 1,661 people riding the trolley in the first weekend. The Downtown Information Table at the Overture Center has been busier than previous years with over 260 people stopping by with questions. Downtown Ambassadors will continue the trolley and the info table on weekends through December 20.

Freund also reported that BID-purchased snowflake lights have been installed to light poles throughout the district, highlighting the inclusion of King Street into the program. Evergreen boughs have also been installed into planters.

### **C. Early 2010 Marketing, Welcome Programs**

Carbine and Freund notified the Board of upcoming marketing and promotional opportunities, including:

- Prospective UW Student/Parent Welcome Bags – Working with UW Admissions, the BID will create and collate 550 bags filled with coupons and information from BID businesses for UW visits by prospective students and their parents January through April 2010.
- Heart Health Event – Working with UW Health, the BID will promote February's Heart Health Month through promotional activities, including installing red lights in business' windows and heart-healthy menu options at downtown restaurants.
- Madison Winter Festival – BID Staff will again work as an information liaison to BID businesses regarding this event, and will feature a Downtown Information Table during the event at the Wisconsin Historical Museum. BID Staff is also looking for a partner to facilitate an ice sculptor, similar to past years.
- April Badger Family Spring Visits – BID Staff has begun meeting with the Wisconsin Alumni Association to again partner with the April Badger Family Spring Visits in 2010.

Carbine also reported that online sales of Downtown Madison Gift Certificates are now available on the BID website, and has already been a huge success. Freund informed the Board that BID Staff has received over 10 orders in only a couple days.

**D. Hanging Basket Program Enrolled with Parks Foundation**

Carbine reminded the Board that as anticipated, MGE will begin to taper off its funding for the hanging basket program in 2010 (to half the previous level). Due to the scheduled reduction in funding, Carbine has enrolled the hanging basket program to receive donations through the Madison Parks Foundation. She encouraged Board Members to donate funds to sustain this program. Carbine will also continue to monitor the possibility of TIF funding for the baskets as part of the 2010 Capitol Square streetscape improvements. Board Members then discussed the hanging basket program.

**E. 2010 Map Ad Sales**

Freund and Carbine have begun soliciting advertisements in the 2010-11 Downtown Madison Map & Guide. Freund informed the Board that currently \$20,255 dollars have been confirmed in advertising sales so far. This number is in line with advertising sales last year at this time. Carbine and Freund encouraged Board Members to advertise or renew their advertisement in the 2010-11 Map.

**F. Business Turnover Update**

Freund reported on new businesses in the BID, including Charley's Chocolates which opened at 122 State Street, and La Mestiza Mexican Restaurant, Francesca's, and Taco Heaven opening soon. He also reported that State and Gilman Grocery and UP have closed their businesses.

**G. Peace Park Planning Update**

Carbine reminded the Board that reconstruction of Lisa Link Peace park is tentatively scheduled to begin in late winter 2010. She will schedule a City of Madison representative engineering to attend a future BID Board Meeting to brief the Board on 2010 downtown Madison construction projects.

**VII. City of Madison Update**

**A. Ald. Mike Verveer – ALDO Annual Review, ALRC Update, and Capitol Square Streetscape Updates**

In Alder Mike Verveer's absence, Mary Carbine briefly reviewed the ALDO Annual Review. She informed the Board that the BID Executive Committee felt the current need is work on amending the current ordinance to allow more openness for innovative entertainment concepts, keeping in mind the ordinance will sunset in fall 2010 and Council will consider whether to extend it.

Carbine then informed the Board that Verveer continues to be optimistic that TIF funding will be approved for Capitol Square streetscape improvements in 2010. The next step in the process is receiving approval by the TIF Board of Review.

Carbine will continue to keep the Board updated on both of these issues.

**B. Matt Mikolajewski, Office of Business Resources**

Matt Mikolajewski reported the Office of Business Resources recently received a Federal grant to offer money to local businesses interested in installing energy efficient design into their business. Mikolajewski will continue to update the Board and Mary Carbine with information regarding this program.

Mikolajewski reminded Board Members to participate in the 2010 Mpower Business Champion program. Selected businesses will receive one year of technical assistance from the Mpowering Madison coordinator as a one-stop-shop to access local energy and water conservation information; advice from area sustainability experts on topics such as green building, environmentally preferable purchasing, waste reduction, energy and water conservation; and energy, water, transportation, and solar assessments. The application deadline is December 18.

**VIII. DMI Update – Susan Schmitz, DMI President**

Nothing to report.

**IX. Treasurer's Report – Stacy Nemeth**

**A. 2009 Budget – 4th Quarter Status Update**

Stacy Nemeth explained the status of budget in the fourth quarter. Everything is on track with the proposed and actual budget numbers. Nemeth recognized the great job Mary Carbine has done with budgeting for the BID.

Mary Carbine noted there will be less carry over this year from the current budget than past years, due to new programs such as the Downtown Madison Family Trick or Treat event & marketing.

**B. 2010 Administration Contract (Closed Session per Wis. Stat. Sec. 19.85) - ACTION ITEM**

Stacy Nemeth made the motion for the BID Board to go into closed session per Wis. Stat. Sec. 19.85 to consider the 2010 BID-DMI Administration Contract. Rick Petri seconded the motion. Lori Kay opened the floor for discussion.

Mary Carbine informed the Board that Downtown Madison Inc. will be moving their offices; BID Staff will move as well. The new location has not been finalized yet but will be within the BID footprint. There will be one-time costs involved in moving and furnishing the new location; however, the ongoing rent and services costs will be stabilized at the current level or below.

Kay called for the vote to go into closed session. The motion was approved unanimously. BID Staff and guests left the room. The Board went into closed session at 12:50pm. The closed session ended and the open Board meeting resumed at 1:00pm. The 2010 BID-DMI Administration Contract was approved.

**C. 2010 Annual Budget – ACTION ITEM**

Stacy Nemeth reviewed the proposed 2010 BID Budget, noting that there were few changes from the draft 2010 budget presented at the November Board Meeting. The 2010 BID budget entails “doing more with less.” Without increasing the assessment, the BID will be expanding the Ambassador program, partnering with Madison Parks to staff the planned Visitor Center in Peace Park (slated to open late summer 2010). Also, as planned, MGE funding for the hanging basket program will be halved. To stay within budget, planned 2010 cuts include removing winter evergreen boughs from the Physical Environment program (as approved by the Board in April), halving the hanging basket budget, cutting care to the plant beds outside the Overture Center, and cutting staff attendance at the annual IDA conference. Carbine noted that in November, the Board had indicated staff attendance at the IDA conference was a good investment due to the education and networking opportunities, and that this would be restored if possible.

Tom Carto made a motion to accept the 2010 BID Annual Budget. Pat McGowan seconded the motion. The motion was approved unanimously.

**X. GSSBA Update – John Hutchinson, Hawk Schenkel**

John Hutchinson invited the BID Board to the next GSSBA Board Meeting on Wednesday, December 9 at Uno Chicago Grill, 222 W. Gorham Street, at 2:00pm. The GSSBA will possibly help the BID with funding the ice sculptor during the Madison Winter Festival in February 2010.

**XI. New Business**

Nothing to report.

**XII. Next BID Board Meeting – Thursday, Jan. 7, 2010 - Agenda Items**

Downtown Plan  
2010 BID Goals

**XIII. UPCOMING SUBCOMMITTEE MEETINGS**

Assessment Review Subcommittee:  
Wednesday, January 13, 10 to 11:30 am  
Murphy Desmond offices, 33 East Main St., Suite 500

**XIV. Adjournment**

The entire BID Board thanked Lori Kay for her service as the BID Board Chair, and welcomed Jeanette Riechers to the position in January. Stacy Nemeth made the motion to adjourn the BID Board Meeting. Larry Lichte seconded the motion. The motion was approved unanimously. The meeting was adjourned at 1:24pm.